IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:

Edward J. Stashluk Jr. et al.

Serial No.:

10/775,368

Filing Date:

February 10, 2004

Group Art Unit:

3689

Examiner:

Thuy-Vi Thi Nguyen

Confirmation No.:

9915

Title:

COMPUTER GENERATED MERCHANDISE

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Mail Stop Amendment

Commissioner for Patents PO Box 1450 Alexandria, VA 22313-1450

Dear Sir:

RESPONSE PURSUANT TO 37 C.F.R. § 1.111

In response to the Office Action dated August 5, 2010, Applicants respectfully request the Examiner to reconsider the rejection of the claims in view of the comments set forth below.